

It's Easy Selling the Nixon Show

Los Angeles

The four 90-minute interviews that talk show David Frost will tape with former President Nixon have attracted 75 television stations and four national sponsors so far.

By the time the first show goes on the air May 4, it is expected that more than 100 stations covering 90 per cent of the national viewing audience will have signed up, said Leo Koch, executive vice president of Syndicast Services, the New York syndicator for the show series.

At least ten foreign countries

will also show the series, which will be edited from 12 two-hour interviews Frost will start with Nixon late next month at Nixon's home in San Clemente.

The three commercial networks turned down proposals to buy rights to interview Nixon, citing policies against buying "hard news" stories.

Frost said in August, 1975, a year after Nixon resigned, that he had bought the rights for the television interview. He has not disclosed Nixon's fee, and Koch said he did not know it.

Koch said the series was being offered to stations on a "barter" basis, which means the stations receive the programs free and can sell six of each show's 12 minutes of commercial time to local sponsors.

Frost and the syndicators will sell the other six minutes to national advertisers at \$125,000 a minute, for a potential yield of \$3 million for the four shows.

Koch said the four sponsors who have already signed have asked him not to tell their names yet.

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